

PureSense®



Join the 100's of farmers in
the PureSense network

Efficiently manage water
and chemical inputs

**More
Profit per
Acre**

Currently
monitoring 25
crop types



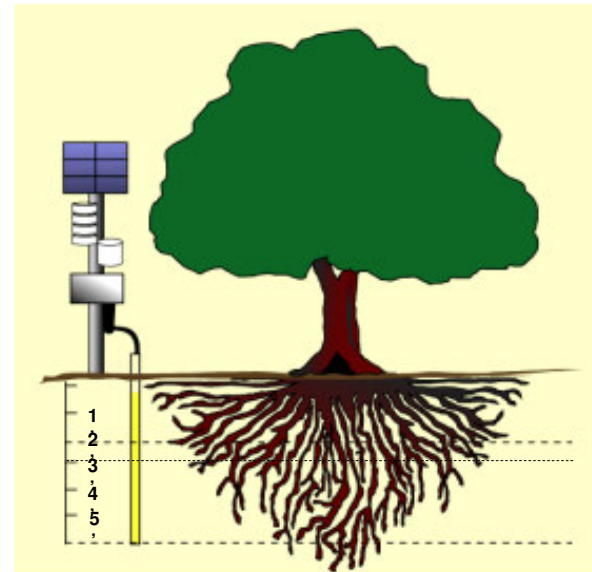
Full service company
Predictive analytics
Most accurate data



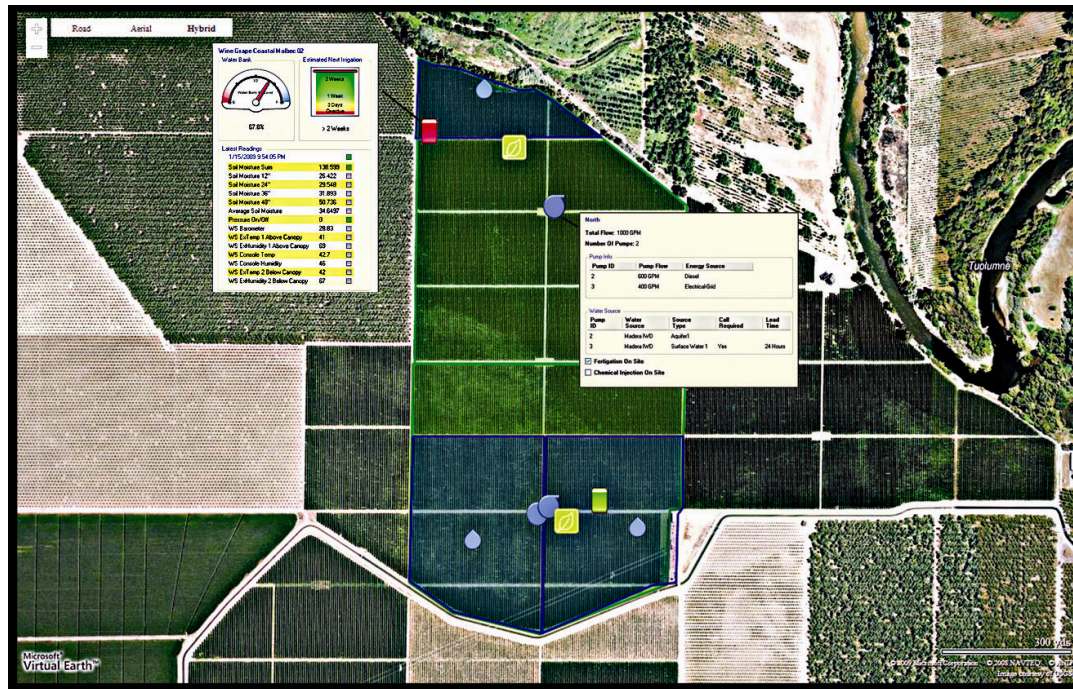
Field Hardware: Reliable, High Quality Data



1. Mini Onboard Field Computer
 - Collects and relays data every 15 minutes via cellular connection
2. Climate sensors (weather)
 - Rain, temp, RH, ETo
3. Pressure switches and sensors
4. Soil/Water Sensors
 - Moisture, Temp, & EC
5. Solar panels with battery pack



Software delivers on “Grow your Best Crop per Drop”



Irrigation Manager™

- Secure Web access
- Unlimited user accounts
- Dashboard for instant snapshot

How full is your water bank?

Blk 5-1 Pomegranates WS

Water Bank



87.4%

Estimated Next Irrigation



6 Days 13 Hours

When to irrigate

Weather Info

Latest Readings

8/11/2008 2:56:57 PM

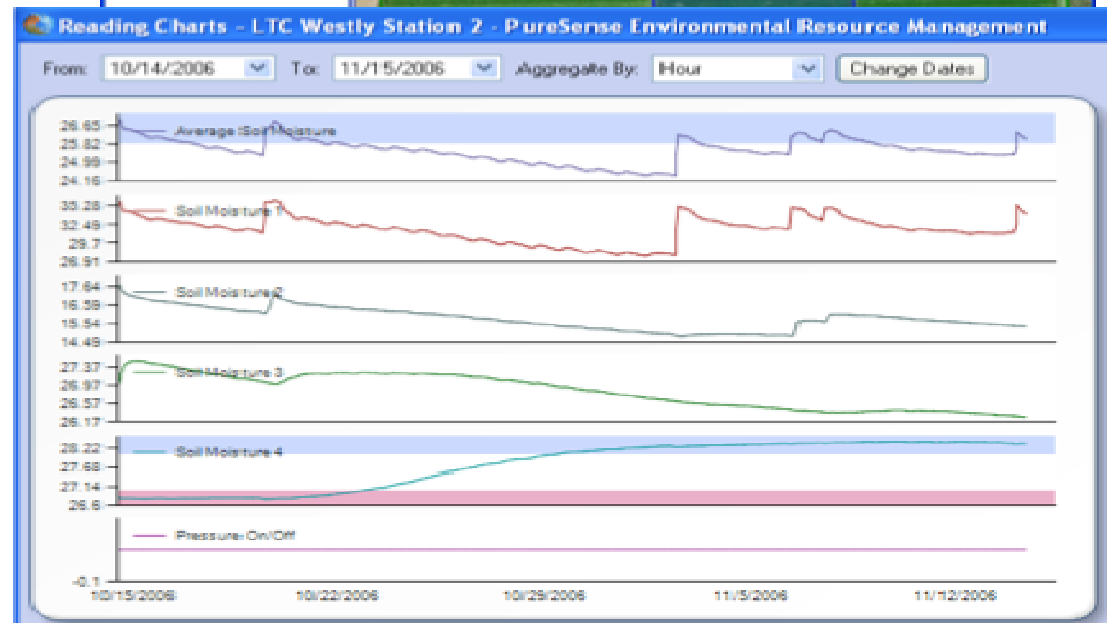
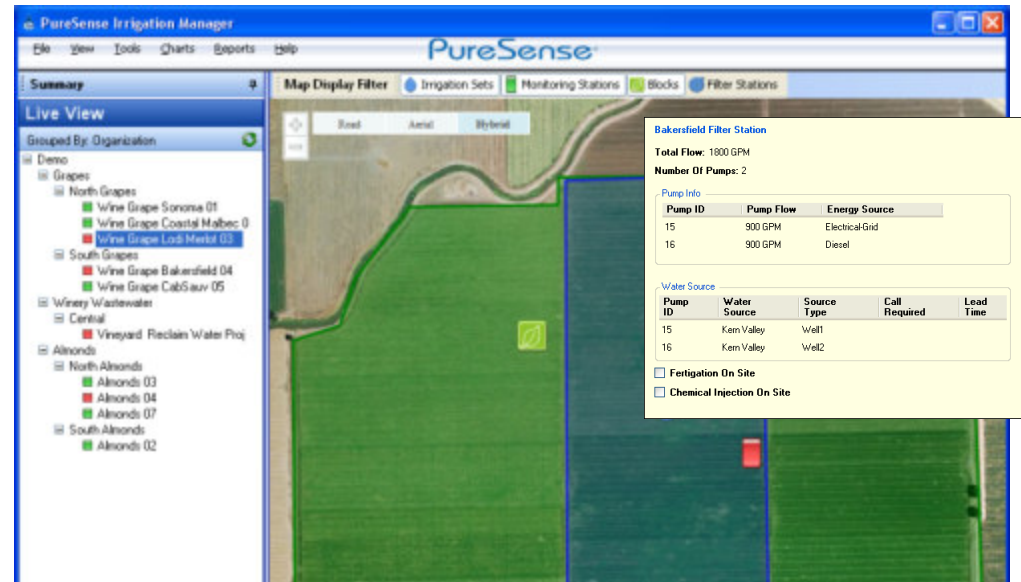
Soil Moisture Sum	628.4	
Soil Moisture 4"	38.8	
Soil Moisture 8"	42.4	
Soil Moisture 12"	42	
Soil Moisture 16"	37.3	
Soil Moisture 20"	41.6	
Pressure On/Off	0	
Air Temperature Main	95	
Humidity Main	21	
Wind Speed	1	
Wind Direction	350	
Day Rain	0	
Month Rain	0	
Year Rain	32	
Air Temperature Below Canopy	96	
Humidity Below Canopy	24	

Soil Moisture Readings

Software: Configured for Your Operation

Irrigation Manager™ v4

- **Report** actual inches of water applied
- **Boundaries** identified and set at the target moisture zone
- Annual **water budgets** & weekly updates
- Alerts for Frost & others
- Track heat/chill hours, degree days
- Access anywhere, anytime
 - Online, email, or cell phone.



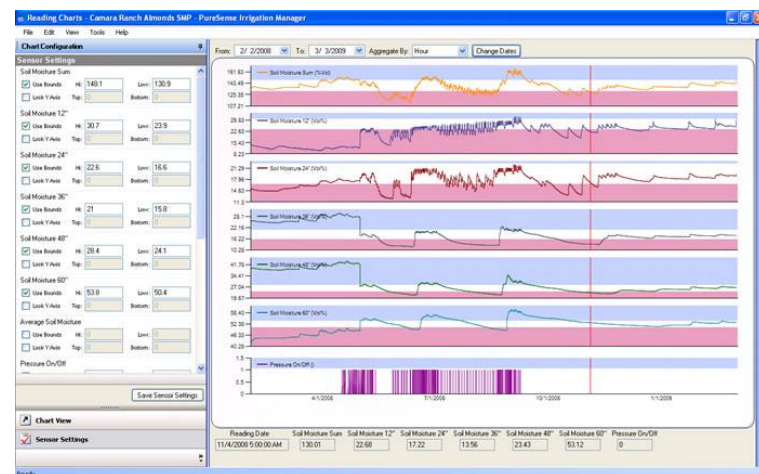
Professional Hardware Installation



Instant Data Transmission



Ground Truthing at Every Site



Boundary Setting for Accuracy

Comprehensive Grower Training and Education

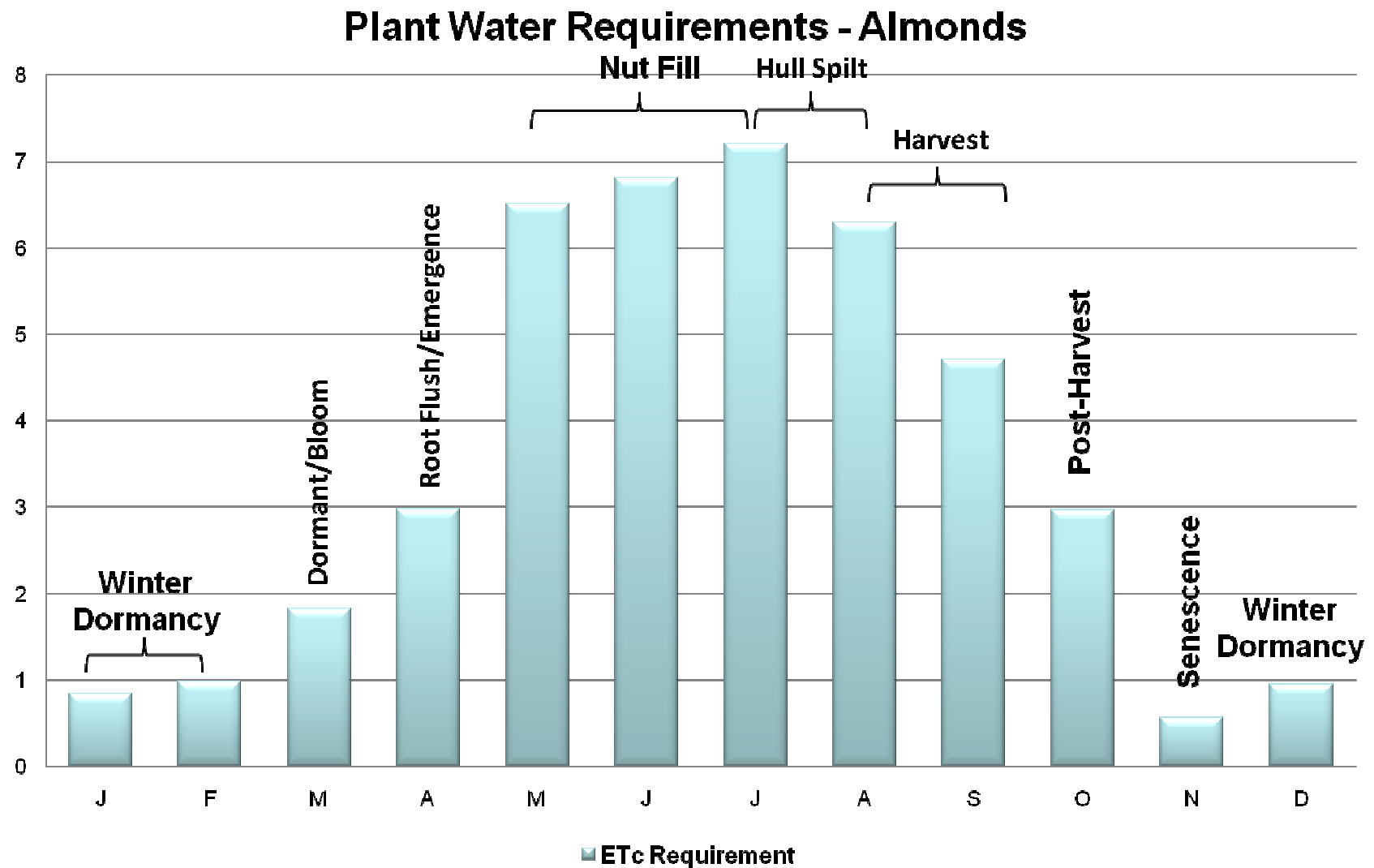
- Initial product orientation
- Irrigation management reports and analysis
- Advanced classes
- Grower workshops
- Educational seminars

Managing Irrigation to Improve Plant Health and Water Use Efficiency



PureSense Irrigation Manager
Orientation Training

Irrigation Planning by Plant Growth Stage



Auto Schedule your Irrigation

PureSense Irrigation Manager

File View Preferences Tools Report Help

Scheduler

Set Up Preferences Schedule Performance

Irrigation

Eagle Farming

North Ranch

BLK 2 WS

BLK 3 SMP

Central Ranch

BLK 5 WS

BLK 6 SMP

BLK 7 SMP

BLK 8 SMP

South Ranch

BLK 10 WS

Nutrition

Live View

Planner

Configuration

Help

Preferred Scheduling Time Periods

Start Time

6:00

Black-Out Periods

(Do not schedule irrigation in these times)

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0:00							
1:00							
2:00							
3:00							
4:00							
5:00							

Irrigation Event Duration

Mandatory Hrs

Min Hrs

6:00

Max Hrs

24:00

Time Between Irrigation Events

Typical Hrs

72:00

Type of Irrigation Practice

Continuous

Pulse

On Hrs

Off Hrs

Forecast Method for Auto-Scheduler

System ETc

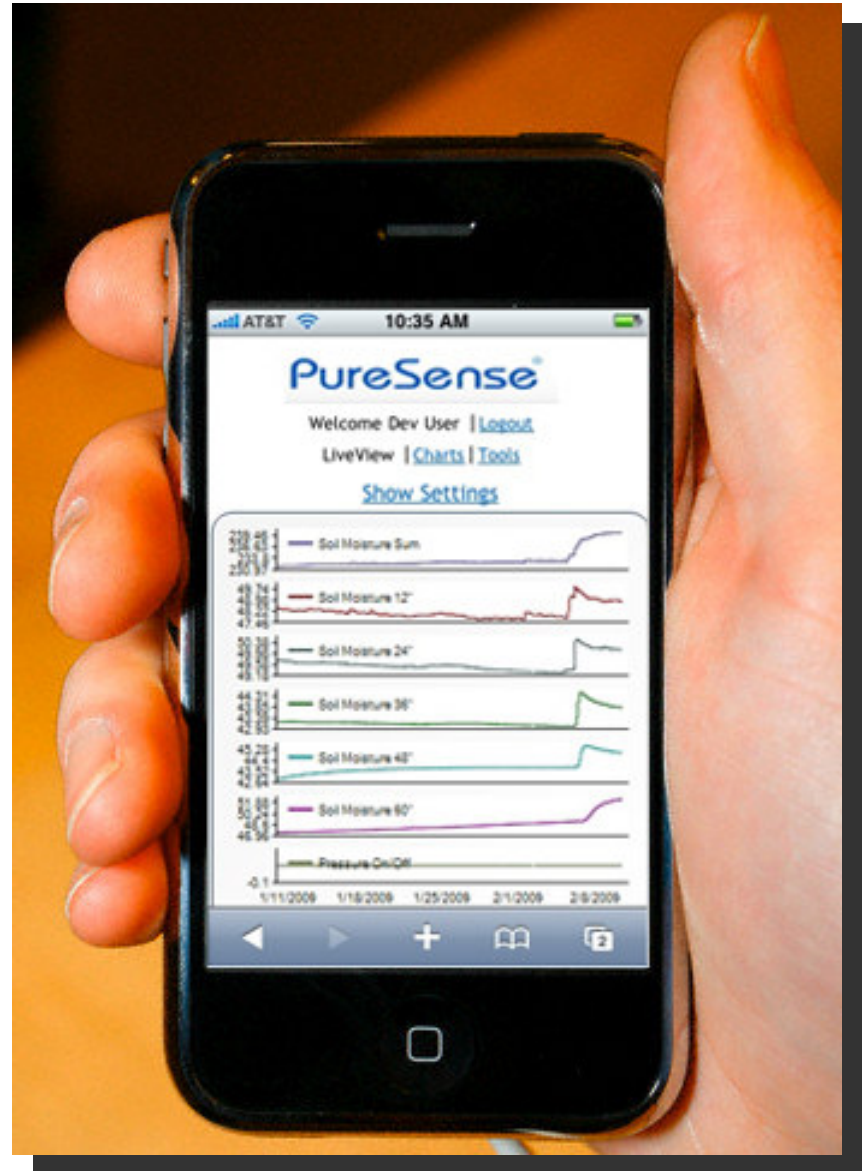
Your ETc

OnTrack

8

Comprehensive Ongoing Support

- **Warranty Management** for Major Equipment (soil moisture sensors, PS Connects, Weather Station).
- **Labor costs** covered
- On-Site **Diagnosis and Repair**.
- Continuous, **Automated Monitoring** of system performance and status.
- **Regular Consultation** available from the software support team.
- **Planning Meetings** to help prepare detailed irrigation plans.



PureSense: We grow happy customers...

Ken Alldrin, Eastside Management

“For the first time I feel like I am in control of my irrigation systems. PureSense makes it much easier for me to make the right decisions and to ensure my best results.”

Bob Cushing, Cushing Almond Ranch

“Ultimately we want to get a good water bank in the soils for bud break in the Spring, however before PureSense we were not even close.”

Denis Prosperi, Grape and Almond grower

“PureSense helps me be the best at my game. At the end of the day we are seeing net-net improvements of 10% on yield and cost savings.”

Steve Carlson, Perez Farms

“We saved \$10,000 in pumping costs in the 6 months following installation.”